

FASHION MAGAZINE CHOUPETTE

spring-summer 2023

LET'S CREATE
A STAR LOOK

SUMMER
PARTY

DEFINITELY
PINK!

ABSTRACTION
VS GEOMETRY...

DEFINITELY PINK!

Pink is the main color of this spring.

Led by Valentino world fashion houses dedicate entire collections to it and open pink pop-up boutiques (like Jacquemus, for example). Stars from Zendaya to Harry Styles also pay tribute to this color and choose pink outfits on the red carpet.

It would seem that one bright color is enough, but not in this season! The "Indie kid" subculture, which was arose in social media, is gaining more and more popularity and dictates its own fashion rules.

The main principle of this subculture is self-expression and experiments with appearance. Therefore, in this season, the colours of your wardrobe are limited only by your imagination.

For an ultra trendy look, we suggest you to wear pink with green or black color. It will create the right contrast and balance in your look. Bright prints on clothes, colored plastic chains



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and beaded necklaces and bracelets will help to support the «Indie Kid» style. And, of course, do not forget to combine different textures: cotton and mesh, organza and eco-leather, velveteen and jeans.

Hairpins and elastic bands, like in the 2000s, are another trend that appeared through the «Indie kid» subculture. Butterfly crabs, strawberry hairpins, beads in your hair - the more the better! This season you can be as bright as you want!



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1. sku: 17.110 Mesh Sleeves Footer Hoodie-Dress | 2. sku: 49.110 Printed T-Shirt, sku: 08.110 Chain Decorated Pleated Skirt | 3. sku: 15.110 Shortened Combined Printed Sweatshirt, sku: 21.110 Free Cut Velvet Trousers | 4. sku: 01.110 Combined Decotared Bomber-Jacket, sku: 50.110 Decorated T-Shirt | 5. sku: 26.110 Pearl Organza Bomber Jacket with Decors, sku: 28.110 Printed Knitted Dress | 6. sku: 25.110 Tracksuit (Sweatshirt) with print.



6.

SUMMER PARTY

It's gonna be a hot summer soon! You can enjoy the sun and light breeze, swim, play with friends, eat ice cream and drink cold lemonade. To turn an ordinary summer day into a holiday, we suggest you throw a pool party!



1. sku: 34.112 Sequins and Lace Decorated Dress, sku: 27.112 Straw Hat | 2. sku: 22.112 Muslins Jumpsuit with straps | 3. sku: 29.112 Decorated Muslins and Lace Dress
4. sku: 80.112 Kashkorse Crop-Top, sku: 78.112 Footer Culottes Pants | 5. sku: 08.112 Footer Sweatshirt, sku: 79.112 Kashkorse Shorts | 6. sku: 28.112 Braid Decorated Dress | 7. sku: 30.112 T-Shirt imitation Tunic, sku: 25.112 Leggins.

BRIGHTER THAN THE SUN

First of all you need to choose a fashionable outfit. This season, flying silhouettes, complex textures and unusual decor are in trend. One of the options for your look is a patchwork-style sundress with sequins and lace, complemented by an elegant hat.

Choupette stylists recommend to choose unusual cuts: an asymmetric dress, a skirt-shorts or a tunic that looks like it was sewn upside down.

It is better to combine things of a complex cut with simple ones - this way you will create the necessary harmony without making the look heavier.

This season, choose natural prints, the same way as Dolce&Gabbana prefers to do it. Tropical leaves, colourful flowers and delicate butterflies will definitely be extremely popular this summer.

The print that decorates the Choupette collection of spring-summer 2023 also deserves close attention. Designers have created a unique pattern that looks like a geometric canvas from a distance, but in fact it's a collage of postage stamps.

Wicker hats and visors, as well as bandanas with matching color to your look, are the perfect pool party accessories.



HOW TO HAVE A POOL PARTY:

Pick a date

For more people to gather, It's better to choose a weekend, because more people could come to your party. It is important to focus on the weather forecast - check the possibility of rain.

Find a pool

It's great if you have your own swimming pool in your country house. If not, you can look for a public outdoor pools or a wild beach. The main thing is that the place should be clean and beautiful.

Prepare invitations

Of course, you can just write a message to your friends, but it will be much more interesting for them to receive an original postcard or video.

Think over the activities

Active games are best suited for a party: volleyball, badminton or water pistols. Also you can organise a contest for the most beautiful outfit or to fly a kite.

Come up with a party theme

Imagine how great it would be if everyone showed up in a costume! There is a wide range of theme choice: the underwater kingdom, a tropical island or a mermaid party!

Decide on a meal

After activities, guests will definitely get hungry,soyouneedtopreparethesnacks and drinks. It can be fruit and vegetable plates, chips, crackers, ice cream, water, lemonade, iced tea, or juice.

Pick up the music

The decorations should fully reflect the theme of the party. The more little things you think over, the more interesting the holiday will turn out.

Pick up the music

For the right party atmosphere you should to think about the music in advance. Ask your friends to send their favourite songs and party playlist is done!

ABSTRACTION VS GEOMETRY...

Today boys more and more often see themselves in creative professions: they want not only to consume, but to create something new and original! The reflection of it we can see in the type of clothes that they are choosing to wear.

Through their appearance, they seek to express their individuality and character.

Creativity is a flight of fantasy, which means that the everyday style of boys can be transformed day by day!

If today you are a rebel without a cause, then add a little grunge to your look: for example, a black bomber jacket, oversize long-sleeve and trousers with voluminous pockets. Another essential element of all rebels is a plaid shirt. Pair it with a black t-shirt and indigo jeans.

Choose clothes with bright, bold and expressive prints, just like a real rock star! And for the finishing touch, put on a trendy beanie hat.

On the days when you want to create the look of a creative intellectual, experiment with color combinations! For example, wear an orange T-shirt over a long-sleeve and sky blue shorts. Choose pure colors and simple silhouettes. Unusual prints are also appropriate in this look, but they should be more calm and geometric.

And don't forget the main rule of all creative people - be whoever you want to be!



FASHION AND ART

Contemporary artists often collaborate with fashion brands. For example, Damien Hirst decorated Levi's jeans and jackets with abstract prints, Japanese artist Takashi Murakami placed his anime-style character on Louis Vuitton bags, and expressionist Jean-Michel Basquiat inspired Choupette's designers this season.



1. sku: 04.113 Stone washed Footer Printed Sweatshirt, sku: 07.113 Shorts | 2. sku: 13.113 Decorated and Printed T-Shirt, sku: 06.113 LS Tee, sku: 05.113 Stone washed Footer Decorated Shorts | 3. sku: 07.111 Denim Jacket with decors | 4. sku: 719.20 Decorated raincoat Jacket, sku: 16.113 Shirt, sku: 11.113 Decorated and Printed T-Shirt | 5. sku: 06.111 Decorated Footer SweatJacket, sku: 01.111 Decorated and Printed LS Tee, sku: 10.111 Twill Trousers | 6. sku: 06.111 Decorated Footer SweatJacket, sku: 10.111 Twill Trousers | 7. sku: 22.111 Checked Knitted Hooded-Shirt with print sku: 15.111 Applique Decorated T-Shirt, sku: 19.111 Denim Pants.

LET'S CREATE A STAR LOOK

In the era of Fast Fashion, it is quite difficult to surprise someone at social event. We know that you want to be remembered for your holiday look. But don't give up too soon! We will tell you about the tricks that will help you create a unique and vivid image.

One of the main trends of the spring-summer 2023 season is transparent fabrics.

Designers of the Choupette brand used airy tulle to create a new collection. Use this trick when choosing an elegant dress - a model with frills and a transparent petticoat is perfect.

A catchy dress doesn't have to be a bright color!

Italian designer Giambatista Valli in his couture collections creates pastel looks filled with lightness and airiness. Take a closer look at knee-length dresses with a voluminous skirt and layered clothing models with draping.



1. sku: 1415.43 Smart Blazer, sku: 1418.43 Asymmetric Striped Shirt, sku: 1414.43 Smart Trousers.
2. sku: 1472.43 Pleated Frills Decorated Dress with Petticoat.



3. 4. 5.

A MIX OF TEXTURES AND COURAGE OF CUTTINGS



6. 7. 8. 9.

This season, minimalism is considered bad manners at festive events. On the red carpet, stars choose expressive looks that speak of their individuality.

Choupette stylists advise paying attention to dresses with non-trivial decor: feathers, 3D flowers or original embroidery. Unusual cuts are also welcome, such as puffed sleeves, asymmetrical cuts or detachable cuffs.

Once you've decided on a dress, don't forget to accessorize your look! We recommend to focus on the hair. In the season spring-summer 2023, shiny headbands and hairpins are one of the most popular trends. Also, silk ribbons will look great in your hair.

For boys this spring, we recommend to move away from the stereotype that the suit should be monochrome.

Try pairing a blue blazer and vest with sand pants, and wear a T-shirt instead of a shirt. The bravest ones can mix fashionable textures this season - linen and cotton. Replace your shoes with white sneakers and don't wear a tie - and your fashionable look is ready!



10. 11.

3. sku: 1410.43 Decorated Smart Blazer, sku: 1413.43 Smart Vest, sku: 1407.43 T-shirt, sku: 1409.43 Smart Trousers | 4. sku: 1464.43 Multi-layered Sleeves A-line Removable Skirt Dress | 5. sku: 1471.43 Volumable Sleeves Organza Dress | 6. sku: 1415.43 Smart Blazer, sku: 1413.43 Smart Vest, sku: 1407.43 T-shirt, sku: 1409.43 Smart Trousers | 7. sku: 1469.43 Multi-tiered Skirt Dress | 8. sku: 1472.43 Pleated Frills Decorated Dress with Petticoat | 9. sku: 1439.43 3D Flowers Decorated Fluffy Skirt Smart Dress | 10. sku: 1467.43 Volumable Skirt Dress | 11. sku: 1497.43 Volumable Asymmetric Skirt Dress.



DON'T BE AFRAID TO EXPLORE SOMETHING NEW

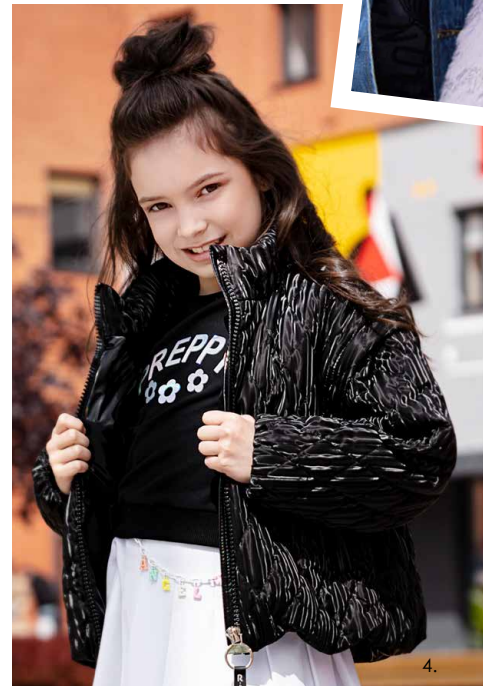
If your task is to pick up a puffy jacket for every day, then you should choose a comfortable and versatile model of medium length and neutral colours (black, grey, beige), which will suit all wardrobe items. And if you already have a neutral classic puffy jacket, then don't be afraid to get a new brighter model.

Stylists recommend paying attention to jackets in neon colours, with unusual prints, stripes or a reflective effect.



PUFFY JACKET OR VEST? THE CHOICE IS YOURS!

If the coat seems way too classic for you, then you should pay attention to the puffy jacket. You shouldn't be worry about rationalise of that purchase, because you can always wear the puffy jacket anywhere and combine it with literally any wardrobe items, and also it will protect you from the cold in unpredictable spring weather! A puffy jacket is now the main trend, it will look great with a dress, jeans, leggings, a tweed set and warm tracksuits that are now popular. The main thing to remember is that the length of the jacket should match not only the season, but also your proportions.



ALL YOU NEED IS PUFFY JACKET!

If the jacket seems too voluminous to you, you should pay attention to puffy vests. For a trendy sport chic look, choose a bright piece and wear it with a tracksuit, as famous fashionistas like Hailey Bieber and Bella Hadid do. For a more classic look, wear a vest with a cozy knit sweater and jeans. Layering is still on trend, and fashion influencers aren't afraid to pair a puffy vest even with a quilted jacket. We advise you to wear the vest open or leave the bottom unbuttoned so that your look will look complete.

1. sku: 719.20 Decorated raincoat Jacket, sku: 308.70 Denim Pants | 2. sku: 01.113 Printed Footer Tracksuit (Sweatshirt and Pants) with dīcor
3. sku: 727.20 Decorated fur Jacket, sku: 49.1.110 Printed T-Shirt | 4. sku: 728.20 Shortened transformer Jacket (removable sleeves) with a toy,
5. sku: 729.20 Decorated warmed Jacket with hood, sku: 18.110 Printed Footed Shirt-Dress.



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